

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai — 600 044.

B.B.A. END SEMESTER EXAMINATIONS APRIL -2024

SEMESTER - VI

20UBACT6015 - Total Quality Management

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the basic concepts that a successful TQM programme requires.
2. Describe the elements of TQM.
3. Classify the relationship between Competition and Customer Focus.
4. Explain the advantages of implementing TQM.
5. What are the various dimensions of quality?
6. Explain the Role of Senior Management.
7. What are the barriers to TQM implementation?
8. Explain Quality statements.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Describe the various types of cost contributing to the quality.
10. Classify the customer perception of quality.
11. Differentiate the fourteen steps of Deming's contribution to quality.
12. Explain Benchmarking and its process.
13. Explain Customer Perception of Quality.
